

## Message Text

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PAGE 01 STATE 275381

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /050 R

DRAFTED BY COM/BEWT/TPD/562/BATHOMPSON/GND

APPROVED BY EB/ITP/EWT:JBEMIS

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P 091622Z NOV 76  
FM SECSTATE WASHDC  
TO AMEMBASSY WARSAW PRIORITY

UNCLAS STATE 275381

E.O. 11652:N/A

TAGS: BEXP, PL

SUBJECT: POZNAN FAIR 1977

PASS TO U.S. TRADE DEVELOPMENT CENTER

1) THE PURPOSES OF THIS CABLE ARE (1) TO SUMMARIZE POINTS MADE IN HERTZBERG/THOMPSON SEPTEMBER DISCUSSIONS IN WARSAW AND MURRIN/HERTZBERG/THOMPSON OCTOBER DISCUSSIONS IN WASHINGTON, (2) TO ARRANGE FOR RECRUITMENT OF U.S. EXHIBIT AT POZNAN IN JUNE 1977 AND SUBSEQUENT MODIFICATION OF POZNAN PAVILION.

2) POZNAN WAS INSTITUTED AS A TYPE II FAIR WITH THE UNDERSTANDING THAT IT WOULD BE RECRUITED BY EMBASSY/TDC. REVIEW OF PREVIOUS EXHIBITS INDICATES U.S. PARTICIPANTS ARE ACCUSTOMED TO COMMUNICATING WITH TDC CONCERNING PARTICIPATION, AND REVIEW OF CURRENT WORKLOAD IN OEWTD INDICATES NO POSSIBILITY FOR USDOC TO ASSUME RECRUITING RESPONSIBILITY FOR THIS EVENT. ASSUMING U.S. PAVILION CANNOT BE EXPANDED IN TIME FOR JUNE 1977 USE, USDOC RECOMMENDS THAT EMBASSY/TDC SHOULD MAIL SOLICITATION LETTER TO PROSPECTIVE PARTICIPANTS NOT LATER THAN 20 NOVEMBER 1976.

UNCLASSIFIED

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PAGE 02 STATE 275381

LETTER SHOULD INFORM PARTICIPANTS THAT PAVILION EXPANSION

PLANS DEFERRED BY ONE YEAR OWING TO CONSTRUCTION DELAYS  
AND THAT NECESSARILY LIMITED SPACE WILL BE ALLOCATED ON  
"FIRST COME, FIRST SERVED" BASIS.

3) SHOULD RESPONSE WARRANT, USDOC/EMBASSY/TDC MAY THEN  
WISH TO DISCUSS POSSIBILITY OF EXPANSION INTO DOME TO  
ACCOMMODATE PARTICIPANT OVERFLOW. FROM USDOC VIEWPOINT,  
THIS WOULD REQUIRE OVERWHELMING PARTICIPANT DEMAND AND  
EMBASSY/TDC RECOMMENDATION FOR USE OF ADDITIONAL EXHIBIT  
SPACE. IF DOME RECOMMENDED, EMBASSY/TDC REQUESTED TO  
INVESTIGATE AVAILABILITY OF DOME AND ADVISE BEWT.

4) TO SPEED AUTHORIZATION OF FUNDS PARTICIPANTS  
SHOULD FORWARD CHECKS PAYABLE IN U.S. DOLLARS ONLY TO  
USDOC, WASHINGTON, D.C., TRADE PROMOTION DIVISION, BEWT,  
ROOM 4821, ATTENTION OLEG JERSCHKOWSKY. JERSCHKOWSKY WILL  
SERVE AS WASHINGTON SUPPORT FOR POZNAN '77 AND WILL KEEP  
EMBASSY INFORMED OF DEPARTMENT OF COMMERCE'S CREDITING  
FUNDS TO POZNAN PROJECT'S ACCOUNT.

5) IN VIEW OF POZNAN'S IMPORTANCE AND COMPLEXITY, MR.  
DONALD SLIWICKI HAS BEEN DESIGNATED DUSEX. MEMBERS OF  
SLIWICKI'S STAFF HAVE NOT YET BEEN DETERMINED.

6) SINCE HERTZBERG'S PRESENT WORKLOAD APPEARS QUITE HEAVY,  
WE SUGGEST THAT POST CONSIDER LARRY BUTCHER OR PATRICK  
NICHOLS TO SERVE AS DMA FOR POZNAN '77. EXPERIENCE  
GAINED BY SUCH ASSIGNMENT, WHILE HERTZBERG IS AVAILABLE  
FOR GUIDANCE, SHOULD ASSIST IN ORDERLY TRANSITION OF  
MARKETING RESPONSIBILITIES TO HERTZBERG'S SUCCESSOR,  
MR. WILLIAM SCHRAGE.

7) KINDLY POUCH TO US BY DECEMBER 15, 1976 (1) THE POST  
RECOMMENDATIONS CONCERNING VIP FOR POZNAN '77, (2) DRAFT  
PAPER REGARDING THE AIR-CONDITIONING AND PROPOSED  
EXPANSION OF POZNAN PAVILION. PAPER SHOULD INCLUDE (AS  
DISCUSSED BY HERTZBERG/THOMPSON IN SEPTEMBER) (A) INTRO-  
DUCTION, (B) DESCRIPTION OF PAVILION PRIOR TO AIR-CONDI-  
TIONING, SUBSEQUENT TO AIR-CONDITIONING, AND AFTER EXPAN-  
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PAGE 03 STATE 275381

SION AND MODIFICATION, (C) BENEFITS TO U.S. GOVERNMENT OF  
AIR-CONDITIONING AND EXPANSION, (D) COSTS AND OBLIGATIONS  
OF U.S. GOVERNMENT, (E) BENEFITS TO ACCRUE TO POZNAN  
TRADE FAIR AUTHORITY (PTFA), (F) COSTS AND OBLIGATIONS OF  
PTFA, (G) DISBURSEMENTS AND OBLIGATIONS, TO DATE AND  
PLANNED, OF FUNDS ALLOCATED TO PAVILION EXPANSION, (H)  
DISBURSEMENTS AND OBLIGATIONS TO DATE AND PLANNED, OF  
FUNDS COLLECTED FROM PARTICIPANTS TO PAY FOR AIR-CONDI-

TIONING, (1) RECOMMENDATIONS CONCERNING PARTICIPATION FEES, THEIR MAGNITUDE AND DISPOSITION FOR POZNAN '77 AND POZNAN '78.

8) THE PAPER WILL PROVIDE BASIS FOR DRAFT CONTRACT TO BE PREPARED IN WASHINGTON FOR FINAL NEGOTIATION WHILE COMMERCE DESIGN/MANAGEMENT TEAM IS PRESENT FOR POZNAN '77 TO ENSURE COMPLETION OF PAVILION MODIFICATIONS IN TIME FOR POZNAN '78.

9) FINALLY, PLEASE FORWARD ASAP PARTICIPATION AGREEMENT SIGNED BY PARTICIPANTS FOR POZNAN '76. KISSINGER

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**Subject:** POZNAN FAIR 1977 PASS TO U.S. TRADE DEVELOPMENT CENTER 1) THE PURPOSES OF THIS CABLE ARE (1) TO SUMMARIZE  
**TAGS:** BEXP, PL  
**To:** WARSAW  
**Type:** TE  
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